

1. (Currently Amended) A method for automatically inserting hyperlinks into a webpage containing text, the method comprising:
 - comparing the text to at least one character string contained in a database to identify specific character strings from the database that appear in the text, *wherein* each of the character strings has an associated hyperlink that is also contained in the database;
 - for each of the identified character strings contained in the text, inserting the associated hyperlink into the webpage;
 - designating a name for a product;
 - storing the name of the product as one of the character strings in the database; and
 - communicating the name of the product to a producer of the text, *wherein* the name of the product is designated from a plurality of names of the product that are utilized by the producer of the text.
2. (Previously Presented) The method of claim 1 wherein the text comprises content of a newsgroup article.
3. (Previously Presented) The method of claim 1 wherein the hyperlinks are inserted into the text of the webpage.
4. (Currently Amended) The method of claim 3 wherein *the* inserting the associated hyperlink further comprises reconfiguring computer code used to form the webpage such that the identified character strings change appearance, and the associated hyperlink is selectable by a user that selects and clicks the identified character strings.

7. (Previously Presented) The method of claim 1 wherein only the first occurrence in the text of the character string is hyperlinked.

10. (New) A system to automatically insert hyperlinks into a webpage that contains text, the system comprising:

a database; and

a host site configured to:

compare the text to at least one character string contained in the database to identify specific character strings from the database that appear in the text, each of the character strings has an associated hyperlink that is also contained in the database;

for each of the identified character strings contained in the text, the host site to:

insert the associated hyperlink into the webpage;

designate a name for a product;

store the name of the product as one of the character strings in the database; and

communicate the name of the product to a producer of the text, the name of the product is designated from a plurality of names of the product that are utilized by the producer of the text.